S
917.8604
H3m

MAY 20 1975
STATE

Montana State Library
3 0864 1006 9179 2

MONTANA
TRAVEL NEWS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 2, NO. 6, 1975

TRAVEL SPOKESMEN SEE GOOD SEASON

Travel Conference Forecast Positive

A positive outlook on the 1975 travel scene and a nuts-and-bolts approach to the directions travel businesses can take to increase profits were the dominant themes of the 1975 Governor's Conference on Travel, held April 17 and 18 at the Heritage Inn in Great Falls.

Keynoted with addresses by Governor Thomas L. Judge; W. R. Balfour, Vice President of Western Airlines; and William D. Toohey, President of Discover America Travel Organizations, Inc., the Conference was designed to promote awareness of the potentials of the Montana travel scene and to offer insights into business directions generated by changing travel patterns.

The Conference, co-sponsored by the Great Falls Chamber of Commerce and the Montana Travel Promotion Unit, was opened April 17 with a welcome by Great Falls Mayor Curtis Ammondson and featured addresses by Charles Donnelly, Executive Director, Old West Trail Foundation; Lee Merrill, Pacific Northwest Travel Association; Guy Sperry, Bozeman Chamber of Commerce; and John D. Hunt, Chairman, Institute for the Study of Outdoor Recreation and Tourism, Utah State University, in addition to the keynote speakers. Master of Ceremonies was Al Donahue, Heritage Inn.

Workshop sessions and panel discussions were conducted by John

(Continued on Page 2)

MONTANA STATE LIBRARY
930 East Lyndale Avenue
Helena, Montana 59601

W. R. BALFOUR, vice president Western Airlines and featured speaker at the Travel Conference, spoke on TOURISM — INDUSTRY WITHOUT SMOKESTACKS and stressed the sociological implications and responsibilities of travel-related businesses.

Advertising Budget Cut By $100,000

Continuance of Montana's successful State advertising program has been assured with the passage of budgeted funds for the Travel Promotion Unit by the 1975 Legislature.

In an often strongly debated session, the Legislature reduced the travel promotion budget $100,000 to $650,000 annually for the biennium. Governor Thomas L. Judge had originally requested $750,000 annually for the promotion program.

1975 will be a good year for travel-related businesses, according to speakers knowledgeable in the travel field invited to address the 2nd Annual Governor's Conference on Travel in Great Falls, April 17 and 18.

William D. Toohey, President of Discover America Travel Organizations, Washington, D.C. told Conference participants, "Travel has become engrained in the American life style — tourism is so much a part of the way we live that Americans will continue to travel regardless of directions the national economy takes."

Stating that travelers may create

(Continued on Page 6)

TRAVEL CONFERENCE featured speaker William D. Toohey, president of Discover America Travel Organizations, described Montana travel growth potential as "unlimited" in a luncheon address on the "Changing Climate of Domestic Tourism."

Travel Conference

(Continued from Page 1)

Barrett, Deputy Director, Montana Bicentennial Administration; Stan Hanson, Montana Chamber of Commerce; Charles Lester, Account Executive, and Frank Holub, Art Director, both of Sage Advertising; and Wayne Croskey, Manager, Tribune Printing, Great Falls. Workshops were also conducted by Mrs. Pat Downs, Coordinator, Tour Division; George Cole, Coordinator, Convention Division, and Scott Warden, Coordinator, Film Location Division, all of the Montana Travel Promotion Unit. Panel participants included Rob Priest, Hughes Air West, Spokane; Mrs. Marge Elerding, Anderson-Elerding Travel Service, Great Falls; Mrs. Nancy Foote, Keith Travel, Butte; Polly Prchal, Director, Convention and Visitors Bureau, Billings.

During the two-day travel conference two new Montana films were premiered—a new tour development film, *Tour Montana — Last of the Big Time Splendors*, and a new convention film, *Meet Montana — Convention Country*. The Conference participants, estimated at around 160 persons in travel-related businesses, also viewed two new Montana films scheduled for television showings in observance of the Bicentennial: *Red Sunday*, and *Montana Revisited — Along the Lewis and Clark Trail*.

The conference also featured a poolside reception sponsored by Frontier Airlines, Hughes Air West, Northwest Orient Airlines, and Western Airlines; a buffalo buffet carved by John Quigley, Frontier Town; a Montana Moose Milk Breakfast hosted by Montana Travel Hosts in cooperation with Alpha Industries of Helena; and a preview tour of the new Great Falls International Airport, conducted by Bill Utter, airport manager.

Door prizes were contributed by the Montana Historical Society; *Sunset* magazine; the four participating airlines; Fairmont Hot Springs; Big Sky of Montana; Helena's Colonial Hilton; Frontier Town; The Golden Belle in Billings; Big Mountain; the Lariat Motel and the Hardin Chamber of Commerce; Yellowstone Park Company; the Heritage Inn, Great Falls; Wells Fargo and the Opera House, Virginia City; and Western Travel Merchants and Cody (Wyo.) Bus Lines.

TRAVEL ROUNDUP IN GREAT FALLS

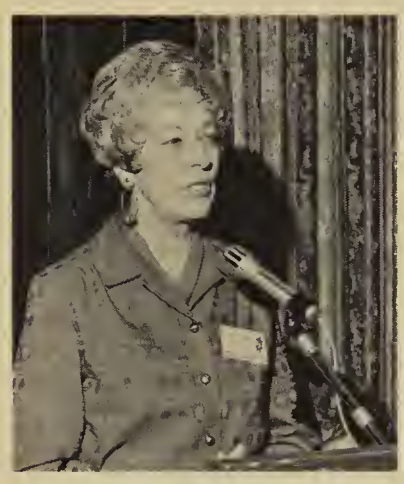
GOVERNOR THOMAS L. JUDGE, opening the travel conference with an address at a poolside luncheon, states, "The travel industry depends for health and vitality on the beauties of the Big Sky State — and on advertising to bring people here," adding "economic development and environmental protection are not mutually exclusive goals." Flanking Judge at the luncheon meeting were (L to R), Mr. and Mrs. Al Donahue, Heritage Inn; Mrs. Blanche Judge; Polly Prchal, Director, Billings Convention and Visitors Bureau; Josephine Brooker, Director, Montana Travel Promotion Unit; W. R. Balfour, Vice President, Western Airlines; Mrs. Pat Downs, coordinator, Tours Division, Travel Promotion Unit; Shirley Seaton, marketing and sales, Yellowstone Park Company; Mr. and Mrs. Lee Belding, Lewistown (PNTA Montana chapter president).

AT THE SPEAKERS' table during the Travel Conference Friday luncheon were (L to R), Mrs. Pat Downs, coordinator, Tours Division, Travel Promotion Unit; Robert Priest, Hughes Air West, Spokane; Forrest "Buck" Boles, Manager, Montana Chamber of Commerce; Bob Vernon, Western Airlines, Great Falls; and Ron Beaumont, Frontier Airlines, Denver.

JOHN QUIGLEY, owner-developer of Frontier Town near Helena, carves baron of buffalo for travel business representatives attending the 2nd Annual Governors' Conference on Travel.

SPEAKING ABOUT TRAVEL

"Montana has much to offer, and package tours add to the economy — the State and the private sector need each other." **Mrs. Marge Elerding, Anderson-Elerding Travel Service, Great Falls.**

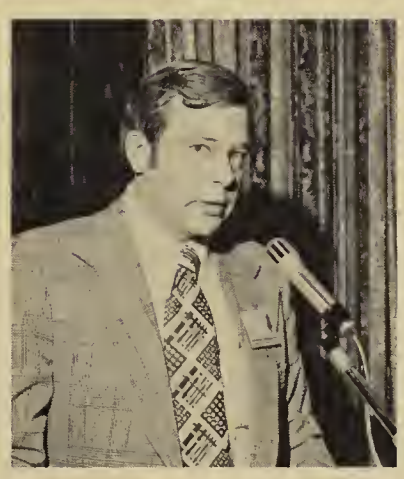


"If Montana ever loses its momentum as a travel industry, I hope it isn't because you haven't done your part out in the boondocks." **Lee Merrill, National President, Pacific Northwest Travel Association, Washington.**

"Tour packaging is good because people can come into the state, enjoy all that it is, and keep Montana the paradise it is." **Nancy Foote, Keith Travel, Butte.**

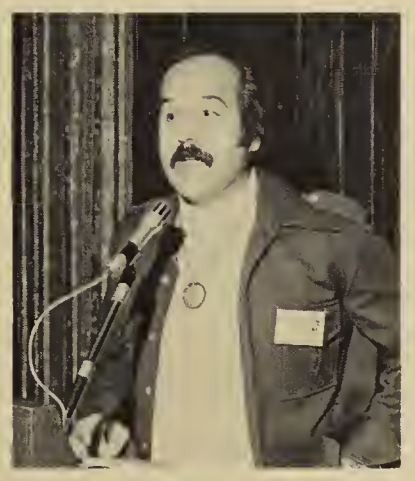
"Conventions and tour groups take a lot of wooing, but they bring in handsome economic returns — and without State advertising we'd never be able to make presentations to get the travel dollars." **Guy Sperry, Bozeman Chamber of Commerce.**

"Leisure travel is on the increase — and package tours are valuable because they give travelers a reason to go from Point A to Point B." **Rob Priest, Hughes Air West, Spokane.**



"The Bicentennial can be a travel tie-in if it is used tastefully — as a look back to celebrate and a look forward to improve." **John Barrett, Deputy Director, Montana Bicentennial Administration.**

"It is important to achieve a balanced approach to use of our national parks — to determine how we can best serve more people and still preserve parks as their destiny dictates." **Don Hummel, President, Glacier Park Company.**



"Montana is 15th in the nation in the ranks of tourism dependency — that means tourism is critical to the welfare of the state and must therefore have careful, sophisticated development." **John D. Hunt, Chairman, Institute for the Study of Outdoor Recreation and Tourism, Utah State University.**

"Montana has a superior, sophisticated, and mature travel program — one of the best in the United States." **Charles Donnelly, Executive Director, Old West Trail Foundation.**

"The goal of the Montana Travel Promotion Unit is to increase revenues, create jobs, and promote pride." **Josephine Brooker, Director, Montana Travel Promotion Unit, seated with conference featured speaker, W. R. Balfour, Western Airlines.**

Travel Conference

(Continued from Page 1)

Barrett, Deputy Director, Montana Bicentennial Administration; Stan Hanson, Montana Chamber of Commerce; Charles Lester, Account Executive, and Frank Holub, Art Director, both of Sage Advertising; and Wayne Croskey, Manager, Tribune Printing, Great Falls. Workshops were also conducted by Mrs. Pat Downs, Coordinator, Tour Division; George Cole, Coordinator, Convention Division, and Scott Warden, Coordinator, Film Location Division, all of the Montana Travel Promotion Unit. Panel participants included Rob Priest, Hughes Air West, Spokane; Mrs. Marge Elerding, Anderson-Elerding Travel Service, Great Falls; Mrs. Nancy Foote, Keith Travel, Butte; Polly Prchal, Director, Convention and Visitors Bureau, Billings.

During the two-day travel conference two new Montana films were premiered—a new tour development film, *Tour Montana — Last of the Big Time Splendors*, and a new convention film, *Meet Montana — Convention Country*. The Conference participants, estimated at around 160 persons in travel-related businesses, also viewed two new Montana films scheduled for television showings in observance of the Bicentennial: *Red Sunday*, and *Montana Revisited — Along the Lewis and Clark Trail*.

The conference also featured a poolside reception sponsored by Frontier Airlines, Hughes Air West, Northwest Orient Airlines, and Western Airlines; a buffalo buffet carved by John Quigley, Frontier Town; a Montana Moose Milk Breakfast hosted by Montana Travel Hosts in cooperation with Alpha Industries of Helena; and a preview tour of the new Great Falls International Airport, conducted by Bill Utter, airport manager.

Door prizes were contributed by the Montana Historical Society; *Sunset* magazine; the four participating airlines; Fairmont Hot Springs; Big Sky of Montana; Helena's Colonial Hilton; Frontier Town; The Golden Belle in Billings; Big Mountain; the Lariat Motel and the Hardin Chamber of Commerce; Yellowstone Park Company; the Heritage Inn, Great Falls; Wells Fargo and the Opera House, Virginia City; and Western Travel Merchants and Cody (Wyo.) Bus Lines.

TRAVEL ROUNDUP IN GREAT FALLS

GOVERNOR THOMAS L. JUDGE, opening the travel conference with an address at a poolside luncheon, states, "The travel industry depends for health and vitality on the beauties of the Big Sky State — and on advertising to bring people here," adding "economic development and environmental protection are not mutually exclusive goals." Flanking Judge at the luncheon meeting were (L to R), Mr. and Mrs. Al Donahue, Heritage Inn; Mrs. Blanche Judge; Polly Prchal, Director, Billings Convention and Visitors Bureau; Josephine Brooker, Director, Montana Travel Promotion Unit; W. R. Balfour, Vice President, Western Airlines; Mrs. Pat Downs, coordinator, Tours Division, Travel Promotion Unit; Shirley Seaton, marketing and sales, Yellowstone Park Company; Mr. and Mrs. Lee Belding, Lewistown (PNTA Montana chapter president).

AT THE SPEAKERS' table during the Travel Conference Friday luncheon were (L to R), Mrs. Pat Downs, coordinator, Tours Division, Travel Promotion Unit; Robert Priest, Hughes Air West, Spokane; Forrest "Buck" Boles, Manager, Montana Chamber of Commerce; Bob Vernon, Western Airlines, Great Falls; and Ron Beaumont, Frontier Airlines, Denver.

JOHN QUIGLEY, owner-developer of Frontier Town near Helena, carves baron of buffalo for travel business representatives attending the 2nd Annual Governors' Conference on Travel.

New Film Promotes Convention Efforts

A 15-minute film illustrating Montana attractions and facilities for national and regional conventions and conference sessions was completed for the Convention Division of the Montana Travel Promotion Unit for premiere at the 2nd Annual Governor's Conference on Travel, according to George Cole, Convention Division Coordinator.

Sponsored by Big Sky of Montana, Fairmont Hot Springs, Glacier National Park, and the cities of Great Falls and Billings in cooperation with the Travel Promotion Unit, the film illustrates convention attractions state-wide. Titled *Meet Montana — Convention Country*, the film will be used extensively in promoting Montana as a convention site. Additionally, individual sponsors will have six minute pull-out segments of the film featuring their individual areas for use in area advertising.

The Conventions Division will run an ad this travel season in *National Observer*, designed to generate interest in Montana in the larger corporate audience and stressing Montana's accessibility for conventions and corporate seminars. Previous advertisements have been directed to convention and seminar planners in various trade journals.

Cole reported that inquiries have been received by several convention-geared resorts from significant corporations planning seminars in Montana as a result of the intensified Conventions Division advertising thrust.

Montana Chamber Film Still Active

An old Montana film is still getting a large share of national attention. *Montana — Big Fish, Big Sky Country*, now in the running for over 10 years, has been scheduled this year on television stations nationwide for viewing by an estimated 576,000 families.

The film, about fishing, family travel, and recreation in Montana, was produced for the Montana Chamber of Commerce.

GEORGE MONTGOMERY IN STATE FILM

HOLLYWOOD ACTOR George Montgomery, (R), discusses script directions with cinematographer Clark Ballard for a sequence in the new tours development film TOUR MONTANA — LAST OF THE BIG TIME SPLENDORS.

MONTANA TOUR DIVISION PROMOTION NOW UNDERWAY

A new 15-minute film promoting tour travel in Montana is part of an aggressive campaign initiated by the Tour Division of the Montana Travel Promotion Unit, designed to capitalize on the rapidly growing group-tour travel market.

The film is narrated by George Montgomery, a native Montanan, and features Montgomery in opening and closing sequences at Gates of the Mountain and at Frontier Town. Viewers are conducted through major group-tour offerings and attractions in the Big Sky State. Sponsored by the Travel Promotion Unit jointly with AMTRAK, Glacier Park Company, Western Airlines, and Yellowstone Park Company, the film will be used by carriers and will be sent to tour wholesalers throughout the United States to promote group tour interest in Montana.

Titled *Tour Montana — Last of the Big Time Splendors*, the film is oriented to the tour-group business where visitors arrive via mass transit on scheduled vacations to determined destinations with itineraries pre-planned by group tour travel agents.

As a part of the Tours Division Montana-awareness campaign, five travel agent seminars were held in the Los Angeles-San Diego area the last week in March. Conducted by Tours Division coordinator Mrs. Pat Downs, the seminars reached 1,000 travel agencies and 125 AAA travel counselors in the Los Angeles travel market area and were accompanied by package-travel saturation advertising in *The Los Angeles Times*. A full-color travel brochure was distributed to West Coast travel agents through the cooperation of Western Airlines and *Travel Age West* magazine. Cooperating with the Tours Division in the Los Angeles promotion were Big Sky, Glacier Park Company, Western Travel Merchants, Yellowstone Park Company, and Travel Alberta.

The Tours Division has planned additional travel agent familiarization tours for June and September, and is anticipating participation in the DATO Travel Mart and Conference scheduled for late May in New Orleans.

Travel Writers to Tour Montana

Travel writers and editors representing magazines and newspapers in major Montana-travel market areas have been invited to join a "Spring In Montana" travel tour scheduled for June 7-10, according to the Montana Travel Promotion Unit.

Emphasis of the planned tour will be the Flathead Lake area. Participants are slated to arrive in Helena, with visits to area points of interest, including the Historical Society Museum and Charlie Russell Gallery prior to departure for the Flathead area via Swan Valley.

The writers and editors will be conducted through the National Bison Range at Moiese and will tour dude ranch operations and Flathead Lake attractions, and will be invited to visit Glacier National Park before leaving Montana.

Writers participating in Montana's program of writer tours use information gathered on the research trips in magazine and newspaper articles that result in extensive coverage on Montana vacation attractions.

New Travel Films In Distribution

The Montana Travel Promotion Unit has announced that release prints are now available for *Red Sunday* and *Montana Revisited — Along the Lewis and Clark Trail* — both films now being distributed nationally for viewing on 400 television stations by an estimated 15 to 20 million people during the 1975 and 1976 American Bicentennial Celebration.

Montana Revisited was sponsored by the Montana Travel Promotion Unit, Montana Bicentennial Administration, Northwest Orient Airlines and Western Airlines. *Red Sunday* was sponsored by the Montana Travel Promotion Unit, North Dakota Travel Department, Montana Bicentennial Administration and North Dakota Bicentennial Commission.

Red Sunday, a documentary dealing with the prelude events of the Battle of the Little Bighorn, has been selected as the official orientation film at the Custer National Battlefield.

FILM LOCATION UNIT MEETS WITH PRODUCERS

Scott Warden, coordinator of the Film Location Division of the Montana Travel Promotion Unit, announced that he has been working with Ed DeNault, production chief of CBS in Los Angeles, and John Mantley, director of the *Gunsmoke* television series, scouting locations for a projected Bicentennial television series on the life of Sam Houston.

The scouting crew is interested in the Frontier Town site near Helena, Warden said.

Warden has also met with Peter Schamoni, director of an independent film production company in Munich, Germany, searching for a location for a German film titled *Potato Fritz*. The film, to star Hardy Krueger, who played the German model airplane designer in *Flight of the Phoenix* with James Stewart, deals with an emigrant German farmer in Montana in the 1840's. Working with a $1 million budget, the film was originally slated for location in Yugoslavia. Producers decided to consider a Montana location after seeing a Montana film locations advertisement in *Variety*, and are now considering a filming site at Gates of the Mountain.

Warden also reported that a HEW-sponsored educational television film on the subject of Institutions of Retarded People filmed its Montana portion at Boulder. Starring Larry Haggeman of *Tonto* and *Harry*, also featured in the television series *I Dream of Jeanie*, the film was directed by David Touch, HEW documentary film specialist.

TRAVEL WRITERS VISIT SKI AREA

BIG MOUNTAIN was the site selected to demonstrate the excellence of Montana skiing for a Pacific Northwest Travel Association Ski Writers tour in March, according to PNTA Montana Chapter president Lee Belding of Lewistown. Attending the Big Mountain meet were (L to R), Mel Borgerson, PNTA Tour Director; Pat Downs, Director of Tours Division, Montana Travel Promotion Unit; Rose Marie Cleese, free-lance writer and columnist for THE SAN FRANCISCO EXAMINER and regional editor for SKIING magazine; Bill Downs, Helena; Dennis Walte, CHICAGO SUN-TIMES; Pat Pugh, OMAHA WORLD-HERALD; Bill Davis, Idaho advertising representative; Judith Green, THE SACRAMENTO BEE; and Fred Nelson, KNOW Productions, Seattle, and representative of U.S. Ski Writers Association.

PREVIEW OF UPCOMING TRAVEL DEPARTMENT EVENTS

MAY — 8-9, Montana Chamber of Commerce Annual Meeting, Big Mountain.

28-31, DATO Travel Mart and Conference, New Orleans.

JUNE — 13-16, Tour agents familiarization tour.

28, Start of U.S.-Canada coast-to-coast antique auto tour with Montana stops in July and August.

AUG. — 17-20, DATO International Pow Wow, Boston.

SEPT. — 4-6, PNTA Annual Conference, Boise, Idaho.

Travel Spokesmen

(Continued from Page 1)

other travel patterns by taking more frequent, shorter vacations instead of longer trips further afield, Toohey added "Montana has unlimited growth potential in travel and tourism" and said "Unity will be a key ingredient in recognizing and encouraging development of the industry."

W. R. Balfour, Vice President Sales and Service, Western Airlines, Los Angeles, cited a 200 per cent growth in air passenger traffic in the 10 year period from 1963 to 1973 and added, "The whole world will become the Montana tourist market, for Montana has all the essential ingredients needed — properly presented, you can't lose."

Josephine Brooker, director of the Montana Travel Promotion Unit, said "the $263,000 media budget produced $23,740,560 in travel revenues for Montana" and commented "an overview of the upcoming travel season shows that travel inquiries are up 86 per cent over last year and indicated that 1975 may be the best travel year Montana has ever experienced."

Commenting on indications of a successful travel year, Shirley Seaton, marketing and sales, Yellowstone Park Company, said, "To date, inquiries at Yellowstone Park Company are up 240 per cent over last year, while individual registrations are up 173 per cent and tour registrations are up 29 per cent." According to Don Hummel, president of Glacier Park Company, "registrations at the park's lodges are up seven per cent over 1974 — and last year was a very good year for us." Hummel also said Glacier National Park Service inquiries are double what they were at this time last year.

Travel Industry Accounts For $4,427,000 in Gas Tax

The travel industry, Montana's third largest, generated $241,720,361 in 1973 — the last year for which complete dollar totals are available — and accounted for $4,427,000 in gasoline taxes alone during that same year, according to studies by the Montana Department of Highways.

MONTANA TRAVEL NEWSLETTER

published as a report on Montana's Tourist Industry by

The Travel Promotion Unit, Department of Highways

SEND YOUR TRAVEL NEWS NOTES TO:

The Travel Promotion Unit, Department of Highways Helena, Montana 59601

Wins "LULU" Award

Josephine Brooker, Director of the Travel Promotion Unit, receives a golden LULU award from stage and screen star Bert Freed during the 29th annual competition sponsored by the Los Angeles Advertising Women's Club. Brooker received the award for the 40-page Montana Vacation Booklet — third such award for Ms. Brooker, and the second which recognized the Montana publication.

MONTANA TRAVEL NEWS

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601

Bulk Rate
U.S. Postage
PAID
Permit No. 20
Helena, MT.